



# Calming Canine Treat Company Switches from Shopify to System

Terry Harris founded Heavenly Hounds in 2015. Because his own pets had anxiety in situations, like a trip to the vet or during the fourth of July, he developed a natural product to help dog owners calm their furry friends. After three years of research and development, Harris and his team created a peanut butter flavored treat that promotes relaxation and eliminates fear in dogs.

The company is headquartered in Memphis, Tennessee and also operates a warehouse out of Cherry Valley, Arkansas. Heavenly Hounds products are sold to retailers with a physical footprint throughout the US or in their online stores.

## Challenge

Although Heavenly Hounds was using Shopify to enable B2B eCommerce sales, employees had to log into multiple software systems to process and ship an order. Different applications were used to manage and track inventory and invoicing, which led to several manual processes to issue customer statements.

## Solutions

Now that Heavenly Hounds is on the System platform, System Administrator Samantha Irwin reported that customer support representatives no longer have to log into multiple systems to ship and process an order.



With System's integration with ShipStation, Heavenly Hounds is able to automate shipping and logistics. Orders are now approved with the click of a button and automatically sent to the warehouse manager to be picked, packed and shipped.

"It (System) really takes the human error out of all of it," Irwin said. "The customer is able to order what they want and we save time on our end as well."

"We used to log into three or four systems to get one order done. System helps us manage our website, inventory and invoicing. It really takes the human error out of the day-to-day tasks."

Samantha Irwin, Heavenly Hounds

## Highlights:

- Heavenly Hounds switched from Shopify to System
- Shipping automated and improved with ShipStation integration
- Order management automated, saving time and removing human error
- Improved B2B eCommerce selling experience